Char —— Gladden

Consulting Agreement & Contract

Date: 1.18.19
Client: El Rio Community School
Attention: Rebecca Fishman & Katie Sobczak
Project: El Rio Community School Identity Suite

GOALS & PROJECT SUMMARY

To design a compelling and inclusive brand for the new El Rio Community charter, a community-based school inspired by the principles of Waldorf education.

PROJECT SCOPE/WORK

As consulting Creative Director for the project, I will explore 3 different design directions for the El Rio Community School identity. This includes research, ideation and competitive research, in depth consideration of typography, color and mockup implementation to demonstrate finished product.

PACKAGES & PAYMENT FOR SERVICES:

Identity Design:
- Logo
- One Page Style Guide
- Production ready files for print and digital

$1500

Collateral:
- Website (splashpage for now, 2-3 options): $500
- Business card (2-3 options): $300
- Brochure (bi-fold, 2-3 options): $400
- Social Profiles (Facebook, Instagram, Twitter, or other): $50 each

Further collateral to be completed on an as needed basis and billed individually.

* Both packages include one round of refinement (to one direction) after initial presentation if desired.

* Further changes desired beyond the included single round (to one design direction) will be billed at an hourly rate of $100.

At the onset, usage includes potential domestic print distribution, as well as digital application for collateral or online use.

Direct communication with print vendor for quality assurance, preparation of digital print-ready files for the vendor's production department, and approval of final print proofs and signoffs will be billed hourly.

COMPANY:

Name: Rebecca Fishman

Signature:

Title: El Rio Community School Identity

Date: 3.18.19

CONSULTANT:

Name: Char Gladden

Signature:

Title: Creative Director

Date: 3.18.19

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1.1 **Final Works.** Upon completion of the Services, and expressly conditioned upon full payment of all fees and costs due, Designer assigns to Client all of Designer's Copyrights in and to the *Final Works*, including Trademarks, and Designer shall deliver to Client all Working Files related to the *Final Works*. Once *Final Works* are delivered, only these files then belong to Client, and may be used accordingly.

1.2 **Preliminary Works/Working Files**. Designer retains all proprietary rights, including property ownership, intellectual property rights and Copyrights, in and to all *Preliminary Works* and *Working Files.*

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COMPANY:

Name: Rebecca Fishman

Signature: Rebecca Fishman

Title: El Rio Community School Identity

Date: 3.18.19

CONSULTANT:

Name: Char Gladden

Signature:

Title: Creative Director

Date: 3.18.19

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